



info memo – Feb. 16, 2007

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Branding Broken Arrow

In just a few months, The City of Broken Arrow will have a brand new look. After an extensive interviewing process with both local and national agencies, the city has selected Kuhn and Wittenborn Advertising of Kansas City, Missouri to lead its re-branding campaign. The city council will vote on the negotiation of a contract with the firm at this Monday's meeting.

Upon city council approval, the firm will begin the 3-5 month process with a situational analysis and brand audit. This will entail meeting with citizens and business owners regarding perceptions of the city and evaluating current marketing materials. The second stage will be the actual 'brand development' with proposed options for a new city logo. The third phase will involve a strategic marketing plan to carry the brand through to the economic development and tourism components of the city.

The city plans a major public launch of the new brand this summer.

Rapid Transit Survey

The City of Broken Arrow and Tulsa Transit are working together on a study regarding a possible rapid transit system from BA to Tulsa. The link below will take you to a survey being conducted on the issue. Your opinion is greatly appreciated.

<http://www.zoomerang.com/survey.zgi?p=WEB22668V8G3EZ>

Veteran City Inspector Murphy Retiring

Walt Murphy, who's been an inspector with the city for the past 18 years, will be honored at a retirement party today in the Development Services Conference Room on the north end of City Hall.

The reception will be held from 3 p.m. to 5 p.m., with friends welcome to join Murphy's fellow employees in saluting him. Good Luck Walt!

'Polar Plunge' Tomorrow

The 6th annual Polar Plunge benefiting Special Olympics Oklahoma will splash into Broken Arrow tomorrow, Saturday, February 17th at 11a.m. There will be three Polar Plunge locations this year: The Bass Pro Shop Outdoor World in Oklahoma City and Broken Arrow and the Arrowhead-Thunderbird Resort on the Illinois River in Tahlequah.

The Broken Arrow Police Department has issued the challenge, and it's been answered by the BA Fire Department, Tulsa Police Department and Owasso Police Department. Teams entered in the event will take turns in a tug-of-war which will end with the loser being pulled into what is expected to be some very cold water at the Bass Pro pond.

The brave souls who are plunging are creating personal web pages to seek donations from friends and family. To support one of these individuals, see how the pledges are accumulating, or to become a Polar Plunger, visit www.sook.org and click on the Polar Plunge link.

For registration forms or to donate, please go to www.sook.org or call 1-800-722-9004. For more information on this event, contact Derek Cain at 918-481-1234.